


Sustainable Burbank Task Force

Water Subcommittee
Recommendations

March 2, 2010



Recommendation #1: Support and Promote 20% Reduction in Burbank's Water Consumption by 2020

- Tied to Action 19-7: Water Efficiency Emerging Technologies - Continue working toward goal of reducing water consumption by 10% by 2015
- SB7 (2009 Comprehensive Water Package) requires urban water agencies to reduce water demand 20% by 2020
- 20% by 2020 reduction goal adopted by BWP prior to SB7
- Amend Sustainability Plan to reflect this recommendation
- Sustainability Taskforce would assume advocacy role for BWP in implementing 20% water reduction by 2020

Recommendation #2: Promote Sale of Water Saving Devices, Appliances, and Drought Tolerant Plants

- Tied to Action 19-3: Water Efficiency – Irrigation Efficiencies - Focus on outdoor water efficiency programs given that 60% of residential water use occurs outdoors
- Partner with BWP to complement existing programs
- Retail based program to target specific retailers in Burbank such as OSH, Do-it Center, and smaller hardware stores and nurseries
- Encourage marketing of low water use irrigation devices, appliances, and plants
- Educate customers about low water use devices, appliances, plants and available rebates
- Carry Sustainable Burbank brand

Recommendation #3

Promote Residential Drought Tolerant Landscaping

- Tied to Action 19-1: Water Efficiency – Irrigation Efficiencies - Focus on outdoor water efficiency programs given that 60% of residential water use occurs outdoors
- Sponsor a local contest amongst city residents to showcase drought tolerant, low water use landscaping
- Carry Sustainable Burbank brand

Recommendation #4

Encourage Certification of Water Efficiency Measures by Multi-family Residential, Commercial and Industrial Water Users by 6/30/2010 Deadline

- Tied to Action 19-1. Water Efficiency-Water Conservation Programs – Continue to aggressively and actively develop and promote programs to both residential and commercial customers that strongly encourage the purchase and installation of durable water saving fixtures and devices
- City requires certification by 6/30/2010 (Applicable Ordinance and BWP or City Code Section?) with penalty for failing to certify (25% monthly surcharge on water bill for 12-months July 1, 2010)
- Continued communication between Sustainable Burbank Task Force, applicable City Departments and business organizations